

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A business, personal or marketing communication piece, comprising;

a substrate having first and second faces, first and second longitudinally extending side edges and first and second transversely extending end edges, at least one of said first and second faces is capable of receiving a variably applied ferromagnetic material provided from a slurry and non-ferromagnetic indicia;

said slurry including ferrite powder ranging from about 50 to about 90% by weight of said slurry a stabilizer ranging from about 5 to about 20% by weight of the slurry and a varnish ranging from about 15 to about 30% by weight of the slurry; and

wherein said ferromagnetic material is applied to said substrate in a variable pattern to create a personalized magnetic communication on said substrate through use of printing or imaging rollers to create a communication piece having a variably applied magnetic portion that is printed or imaged directly on to said substrate as well as a non-magnetic portion, each of which convey unique information, and said magnetic portion having a thickness of less than 25 mils.

2. (Currently Amended) A business or marketing communication piece as recited in claim 1, wherein said variably applied magnetic portion and said non-magnetic portion cooperate to form a single business or marketing communication.

3. (Previously Presented) A business or marketing communication as recited in claim 1, wherein said ferromagnetic material is supplied from a reservoir to create said personalized magnetic communication.

4. (Cancelled)

5. (Original) A business or marketing communication as recited in claim 1, wherein said thickness of said magnetic portion ranges from about 1 to about 15 mils.